

PRICES

Wholesale & Retail Merchandise House

WE CARRY

A Full Line of Dry Goods, Fancy Goods, Millinery and Housekeeping Goods, also the Only Complete Stock of

MEN'S FINE CLOTHING IN THE CITY.

OUR FURNISHING GOODS DEPARTMENT IS COMPLETE IN EVERYTHING.

Special Attention Given to Our Mail Order Department, and to the Jobbing Trade.

PRICE BRO'S,
NEW MEXICO.

SOCORRO.

The Socorro Chieftain.

JOHN A. HELMSTADT, Editor and Prop.

How Advertising Works.

Colonel Pierce, of the Chicago News, gave in the course of a recent address to the editors of Indiana, some thoughts with reference to advertising that are well worth remembering. After promising that he never realized the full benefits of advertising until he had placed the matter before the people fifty or a hundred times, the Colonel presents this valuable table, which, however is simply an elaboration of the one generally credited to Stephen Girard:

The first time a man sees an advertisement he does not see it.
The second time he does not notice it.

The third time he is dimly conscious of it.

The fourth time he faintly remembers something of the fact before.

The fifth time he half reads it.

The sixth time he turns up his nose at it.

The seventh time he throws his paper down immediately.

The eighth time he ejaculates: "There's the confounded thing again!"

The ninth time he wonders if there is anything in it.

The tenth time he thinks it might possibly suit somebody else's case.

The eleventh time he thinks he will ask his neighbor if he has tried it.

The twelfth time he wonders if the advertiser can make it pay.

The thirteenth time he rather thinks it must be a good thing.

The fourteenth time he happens to think it is just what he wanted.

The fifteenth time he for a long time resolves to try it as soon as he can afford it.

The sixteenth time he examines the address carefully, and makes a memorandum of it.

The seventeenth time he is tantalized to think he is hardly able to afford it.

The eighteenth time he sees painfully how much he is in need of that particular thing.

The nineteenth time he counts his money to see how much he would have left if he bought it.

The twentieth time he rushes frantically forth and buys it.

The Little Barefoot Boy.

With the moist and misty spring, with the pink and white columbine of the woodland, and the breath of the cellar, and incense of burning over-shoes in the back yard, comes the little barefoot boy with fawn colored hair, and a droop to his pantaloons.

Poverty is not the grand difficulty with the little barefoot boy of spring. It is the wild, ungovernable desire to wiggle his toes in the ambient air, and to soothe his parboiled heels in the yielding mud.

I see him now in my mind's eye, making his annual appearance, like a rheumatic housefly, stepping high like a blind horse. He has just left his shoes in the wood shed, and stopped out on the piazza to proclaim that violent spring is here. All over the land the gladioli bulb and the icemen begin to swell. The South wind and the new born calf at the barn begin to sigh. The oak tree and the dude begin to put on their spring apparel. All nature is gay. The thrush is warbling in the asparagus orchard, and the prima donna does her throat up in a full flannel rag, to wait for another season.

All these things indicate spring, but they are not so certain and unfailing as the little barefoot boy, whose white feet are thrust into the face of the approaching season. Five months from now, those little dimpled feet, now so bleached and tender, will look like a mud-turtle's back, and the superior and leading toe will have a handage around it, tied with a piece of thread.

Who would believe that the bubbling hoodlum before us, with the yellow chilblain at his heel and the early spring lead in his pocket, which he will present to the timid teacher as a testimonial of his regard this afternoon, may be the Moses who will lead the American people forty years hence into the glorious sunlight of a promised land.

He may possibly do it, but he doesn't look like it now.

Yet John A. Logan and Samuel J. Eldon were once barefooted boys, with a suspender-piece. It doesn't seem possible does it?—Bill Nye.

Curiosities of ore Shipment.

The San Francisco Cal. Mining and Scientific Press of May 24th, says: "Miners ship ore long distances in the hope of getting better returns than at the works in the camps where the mines are."

Ore is shipped from Mexico, Arizona and elsewhere to California to be worked, and it is also shipped abroad from this state. They have been shipping ore from Calio, San Bernardino county, to Pueblo Colorado, and now come one of the owners of the Benson smelting works, and propose to have them ship ore to those works. He is going to have a permanent agent in camp to buy ore to ship there. Ore comes here from Nevada, and is also shipped from here there.

There are big works in Montana, but great quantities of ore are shipped from there to Europe.

Idaho and Montana send ore to Utah, Arizona and Mexico and to California and Colorado. Idaho also sends it to Nebraska. A curious instance of this cross shipment of ore is that which shows that during the month of April the Denver and Rio Grande railroad company carried sixty-one cars of ore, amounting 1,230,000 pounds, from Utah to Colorado to be smelted. During the same time the road brought sixty-five cars loads of Colorado ore, 1,270,000 pounds for reduction at smelters in Utah.

Is rainfall on the Western plains increasing?—Travelers in the West during the past few years will surely have met the statement that the rainfall of the dry region beyond the Mississippi is increasing. Many Western settlers express the hasty conclusion that the change is a steadily progressing one, and is due to the cultivation of the ground; and the more venturesome theorists explain the increase as an effect of the better equalization of electric conditions of the atmosphere as allowed by the laying of iron rails, and the stretching of iron wires across the plains. In regard to the above science remarks: The natural expansion of these theories pictures the plains in the near future redeemed from their present unprofitable dryness by persistent occupation. It is well to set these unwarrantable fancies free to face with the matter of fact statistics lately published by the annual service, for, whatever the doubtful possibilities of man's power may be, the connection of such small artificial changes with variation of rainfall in the relation of cause and effect is in the last degree questionable. There is not the least reason to think that the *Regime* of the winds and the rain can be permanently affected so easily, or that any progressive change is going on so rapidly as to make itself felt in the decade of years.—Mining and Scientific Press.

One of Artemus' Best.

Of the countless good stories attributed to him, the best to my mind is the one which tells of the advice he gave to a Southern railroad soon after the War. The road was in a wretched condition, and the trains consequently were run at a phenomenally low rate of speed. When the conductor was punishing his ticket Artemus remarked, "Does this railroad company allow passengers to give it advice, if they do so in a respectful manner?" The conductor replied in gruff tones that he guessed so. "Well," Artemus went on, "it occurred to me it would be well to detach the cow-catcher from the front of the engine and hitch it to the rear of the train. For you see we are not liable to overtake a cow; but what's to prevent a cow strutting into this car and biting a passenger?"—Cor. New York Tribune.

At no time in the history of mining has silver been produced in excess of the demand. There will always be a demand, no matter how large the production. The history of silver shows that if there is an increased production in one portion of the world, there is a falling off in the other. The amt of silver coined into money is only a small portion of what is mined. Every year the demand for silver increases. Tons have been used for silverware and fags are still wanted. Keep right on mining just the same as if a word had not been said about suspending the coining of silver dollars.—R. M. M. Review.

M. B. Custer.—Preaching every Sunday evening at 7:30. Sunday school at 10:00. Prayer meeting every Thursday evening. D. W. Porter, Pastor.

MISCELLANEOUS ADS.

E. MONTVOY & SONS.

General Merchants

DEALERS AND OPERATORS IN

RANCHES AND LIVE

STOCK

We have on our Ranges 500 head of horses.

A large number of cattle and over 25,000 sheep.

Dealers will do well to give us a call.

San Antonio, N. M.

SOUTHWESTERN

STAGE COMPANY

A SERVICE OF TRIM

RUNNING BETWEEN

San Antonio,

White Oaks

—AND—

Ft. Stanton

TIME TABLE

'SAN ANTONIO.

Arrive.....11:30 a. m.

Depart.....7 a. m.

WHITE OAKS.

Arrive from San Antonio.....4 a. m.

Depart for Ft. Stanton.....2:30 p. m.

Depart for.....4 a. m.

FORT STANTON

Arrive.....11:30 a. m.

Depart.....7 a. m.

R. H. HILL'S, Sup't.

A. T. & S. F.

The Longest Line of Railroad in the

World Under one Management.

The Atchafalaya, Topeka & Santa Fe, an Emblem of

American Enterprise, Energy and Perseverance.

In the hands of young men, this great system has been so carefully managed that it has earned a reputation second to none for convenience, safety and the luxuries of travel. It is fast becoming the popular route for transcontinental travel, in connection with the Southern Pacific railroad.

It has opened up an almost untold field for pioneer enterprise in the far West. No other railroad can carry the man, who is seeking his fortune, to golden opportunities, such as are open along a thousand miles of this great system.

Special freight rates are given to miners and immigrants. Write for all the information you desire to W. F. White, General Passenger Agent, Topeka Kansas, Mr. W. L. Malcolm, Eastern Agent, 419 Broadway New York.

SPERLING BRO'S

MAMMOTH DOUBLE STORE

Dry Goods, Groceries, Clothing, &c.

Latest styles of Boots and Shoes, Hats and Caps,

Men's Furnishing Goods, Dress Goods, Silks,

Satins, Gloves, Ribbons, and all Kinds

of Goods for the

CARPETS OF EVERY DESCRIPTION.

Will Duplicate Eastern Prices. All Orders by Mail Promptly Filled.

Price List Furnished on Application.

Address Sperling Bro's,

Socorro, New Mexico.

MAYNARD & HENSLEY

HARDWARE AND STOVES.

Queensware, Fire Arms, Mining Goods,

Furniture, Ammunition, Steel and Iron.

Tinware, Cutlery, Pump & Gas Pipes.

Our Stock of Seasonable Goods, Such as Oil Stoves, Ice Cream Freezers, Wire, Cloth and Blank

and Cloths, Bird Cages, &c., is complete, and we offer them at lower prices than

ever before known in Central New Mexico.

Give us a Call.

Manzanara Avenue,

Socorro, New Mexico.

M. B. MENNET,

WHOLESALE AND RETAIL

GENERAL MERCHANDISE.

And Agent for Browning, King & Co., Tailoring Establishment, New York.

The Newest Goods to be Had Will be Found at all Times and Delivered Free to all Purchasers

in the City. Orders Taken for Suits:

A Full Line of Samples to Select From.

Socorro, N. M.